

## RIOT OF COLOR COMING WITH EASTER GOWNS

Noise of Spring Drive Will Make  
Long-Heralded Advance of  
Allies a Mute Affair

## WOMEN'S GARB A WONDER

Photographs illustrating this article ap-  
pear on the first page of the pictorial  
section.

Preparations are on for a new spring  
drive that will make the Allies' much-  
heralded advance sound like a German ob-  
servation station. Noises louder than  
those of riot and shell will be heard shriek-  
ing up Chestnut street and staggering out  
of the soda emporiums.

Men, overcome by the sights and  
sounds, will totter to the nearest oculist  
and hoarsely ask for dark glasses to rest  
their aching eyes. Cotton wadding for  
pedestrians to place in their ears while  
travelling the fashionable streets will be  
supplied by the city. All you will have  
to do is approach the nearest policeman  
and say you have just seen one of the new  
spring suits—he will put you on the wait-  
ing list for an ambulance. For the vast  
army of women's suits now being turned  
out by the hundreds to supply the de-  
mand for Easter finery will have arrived  
in all its glory. Chestnut street will be  
wearing its spring togs.

## WAIT ON THE BIG SHOW

A few timid vanguards in the shape of  
billions green suits with dainty purple col-  
lars and cuffs have been shown in the  
shops, but these are really for retiring, ex-  
clusive customers who like something in-  
conspicuous and new. If you want to see  
some of the mustard yellow gabardine models with trim-  
mings of striped red, green and purple silk,  
Apple green sport coats, with red flannel  
collar and cuffs, and if red flannel skirt  
to complete the simple color scheme, are  
also making themselves heard in the fash-  
ion world. One can readily understand  
how these little items cannot be over-  
looked; they have a way of photographing  
themselves on your conscious ego, as the  
futurists and cubists put it, that makes  
you want to get up a society for the pre-  
vention of the new spring colors.  
Whatever may be said of our policy of  
strict accountability, neutrality is evident  
at every turn in the selection of styles.  
The sweet young thing who knows she  
could be a perfect Theda Bara in pas-  
sionate purple with a bit of Chitney em-  
broideries on the side can bedeck herself  
in everything down to the floss stick. There  
are vicuna and jersey cloth suits of Chinese  
blue with symbolic embroideries that tell  
the family history in one reel. A laundry  
ticket may be copied in dull rods and golds  
if the wearer is troubled with a bad mem-  
ory without lessening the value of the gar-  
ment. You can express your personality  
as well as your pedigree—simply vary the  
spots and the stripes a bit and add a tassel  
and every one will know you have an  
uncle who is a potato maginate and a cousin  
studying forestry. By the same token  
Mexican bull throwers have adopted the  
charming striped and bolero'd jackets of  
red, green and black which are part of the  
season's triumphs.

## CHICKEN SKIRT A WONDER

Then there's the chicken skirt. Whether  
it is an expression of temperament  
remains to be seen, but one is led to sus-  
pect it on first glance. It is made of some  
light invisible plaid such as orange, green,  
red and mustard, the plaids running around  
the skirt like the hoops of a barrel. This,  
of course, to accentuate the lines of the  
modish "barrel silhouette." It has a de-  
cided curve at the feet, and the hem is  
drawn in ever so slightly to complete the  
illusion. All the New York buyers are  
to come these separate skirts; the name  
seems to be no drawback to its popularity.  
Parasols, hosiery, footwear, dresses and  
hats have suffered from the color mania.  
There is no limit to the combinations that  
themselves may wish on the unsuspecting pub-  
lic. Whether it's due to the dye shortage,  
as one buyer said, or to a legitimate de-  
velopment from the rage for brilliant-hued  
sweaters, as another declared, no one will  
ever know. The originator of these cubist  
Russian-Ballet outfits modestly—or pru-  
dently—hides himself from the world. A  
woman said the other day—one who had  
been abroad selecting models for an ex-  
clusive clientele—that since the absence of  
Paul Poiret in the trenches the imported  
(and consequently domestic) styles had no  
originality. When she saw the latest cos-  
tumes she suggested sending this telegram:  
"Come back, Paul. The Directorate Skirt  
has been forgiven."

## SUFFRAGISTS OFFER AID

National Association Pledges Services  
of 2,000,000 Members to Government

WASHINGTON, Feb. 26.—The National  
American Woman Suffrage Association at a  
mass-meeting pledged its loyalty to the  
Government in the event of war and offered  
the services of its 2,000,000 members.  
To unify the efforts of all women's or-  
ganizations and co-operate with Govern-  
ment authorities, the association plans to  
form a central committee composed of rep-  
resentatives from "each national organiza-  
tion of women willing to aid in war work  
if the need arises." The association ex-  
pects to establish a bureau to work out  
plans for employing women in positions  
left vacant by men who may go to war.

## CITY'S DAY NURSERIES WIN WARM APPROVAL

Child Federation Director Finds  
Institutions Efficiently  
Managed

Philadelphia's day nurseries have been  
efficiently managed and the criticism which  
has been directed against them is unjust,  
according to Albert Cross, managing di-  
rector and secretary of the Child Federa-  
tion. At the request of the Day Nursery  
Association of Philadelphia, the Child Fed-  
eration recently made a detailed study of all  
the nurseries in the city. Existing con-  
ditions are said to be more than favorable.  
"No words of praise can be too extrava-  
gant in praising the efficiency of the boards  
of managers conducting the majority of  
Philadelphia's day nurseries," Mr. Cross said.  
"There is a definite need for day nurseries in  
Philadelphia and the Child Federation can  
thoroughly recommend that the public of  
Philadelphia support in every way the day  
nurseries comprising the Day Nursery As-  
sociation. These nurseries are: Baldwin,  
182 West Lehigh avenue; Camden, 327 Ste-  
vens street; Camden, N. J.; Forty-ninth  
Street Station, 1223 South Forty-seventh  
street; Frankford, 1341 Sellers street;  
Franklin, 715-19 Jackson street; German-  
town, Morton street above Haines; Happy  
Day, 3627 Warren street; Harrison, north-  
east corner Nineteenth and Ellsworth  
streets; Hope, 1813 Vine street; Jane D.  
Kent, 1792 Vine street; Jankintown, Thomas  
and Walter streets; Kensington, 2121 East  
Dauphin street; Lincoln, 1706 Bainbridge  
street; San Cristobal, 2607 Gray's Ferry  
road; Southwark, 191 Ellsworth street; St.  
Nicholas, 328 South Twelfth street; Sun-  
side, 1211 Thompson street; The Day Nur-  
sery, 2218 Lombard street; Willing, 427  
Pine street; Women's Union Missionary,  
707 South Nineteenth street; Young Wom-  
en's Union, 422 Bainbridge street and  
Western Temporary Home, 35 North For-  
tenth street."



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BUTTER**



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"Fresh Eggs" and whose taste  
demands "The Best" are almost  
invariably the users of

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"Gold Seal" are the freshest,  
largest and heaviest Eggs that  
healthy, well-fed hens can lay or  
money can buy.

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**GOLD SEAL  
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made from the richest golden  
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eries in the country. The delicious  
aroma, fine flavor and superior  
keeping qualities of

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most particular people in this city  
and for miles around.

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**CA-RO BUTTER, lb., 40¢**

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"Where Quality Counts"*

**ROBINSON & CRAWFORD**  
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Throughout the City and Suburbs

# Mothers! Fathers!

**Do you want your children to be  
"just ordinary" men and women?**

**Y**OUR children are two, three or four of *millions* of children. Of  
course, "they are different," because they are *your* children.  
That's what we parents *like* to think about them. But let's face the facts.

Do you realize that only about one child in a thousand ever grows  
to be more than "just ordinary"?

Do you realize that only one in 50,000 ever rises to pre-eminence  
in any particular vocation?

There are 20,000,000 children of all ages in  
the United States—about 1,000,000 more boys  
than girls. Of the total, 3,250,000 are 15 to 17  
years old, which is a most important period  
in their lives.

**Are you preparing your children to take  
their chances among these millions? Are  
you giving your boy or girl the educational  
advantages that are the means to success?**

School training is not sufficient. Life's  
problems are not worked out through abstract  
theories, but through a *broad knowledge*  
plus the ability to think and reason and do.  
Give your children a chance to acquire prac-  
tical information on subjects connected with  
real life.

Give them an opportunity to find out for  
themselves what they are ambitious to do.  
Remember, a child's natural inclination is a big  
determining factor in a successful career.

Therefore, you should own the new Encyclo-  
paedia Britannica for the good your children  
will derive from it. Nothing you may do for  
them will go so far to keep them out of the  
"just ordinary" class of men and women—  
because a Britannica training is *insurance*  
against ignorance. It means *knowledge*, which  
is the source of success in life.

Don't make the mistake of thinking that the  
Britannica "isn't for children." It *is*—which  
is further proof of the many-sidedness of this  
marvelous library of facts and information.

**The Britannica is not "juvenile" litera-  
ture, but it appeals to the interest and  
imagination of active-minded boys and  
girls. It not only gratifies their curiosity  
and answers their multitude of questions,  
but it stimulates and promotes an earnest  
desire for practical, usable knowledge.**

It will help them with their school work—  
for it supplies the "human interest" that isn't

found in dry-as-dust text-books; it supple-  
ments facts-to-be-memorized with a vast fund  
of equally important information which is  
never forgotten.

**Every child should be educated to do that  
for which he has a natural aptitude, a posi-  
tive inclination. But how can you tell your  
child's bent, you ask?**

Here, again, the Britannica will prove its  
value, for your child will follow his (or her)  
inclination in his (or her) Britannica reading.  
If your children go to college, they will need  
the Britannica. If you cannot send them to  
college, then the Britannica will afford the  
means of self-education at less than 1/25 the  
cost of a college education. It is doing this  
very thing now for thousands.

Dr. Eliot, President Emeritus of Harvard,  
bought two sets of the new Britannica for his  
"two sets of grandchildren." He said:

"I find the work altogether admirable; and  
my grandchildren, who are at the most in-  
quisitive ages, are of the same opinion."

Miss Ellen C. Lombard, of the United States  
Bureau of Education, says:

"Every home in the United States should  
be provided with this complete guide."

\* Arthur Brisbane, the highest paid editor in  
the world, says:

"It is really a misfortune for a family to  
grow up without the Encyclopaedia Britan-  
nica. . . . The reading of every serious  
book should be done with the Britannica at  
hand. To develop the habit in children would  
be of the greatest possible value to them."

Thousands of parents have bought the  
Britannica primarily for the educational ad-  
vantages it affords their children. Your chil-  
dren need it—and you owe it to them. Because

## What the Britannica will do for your Boys and Girls

It will make school work easy, interesting and  
doubly profitable.

It will show them the connection between  
school work and real work, why it pays to  
learn lessons.

It will train them to use their minds, think  
accurately and reason keenly.

It will provide them with a teacher for any  
subject they wish to study.

It will tell them what there is to learn, the  
problems scientists are trying to discover and  
the world is waiting to know.

It will tell them what there is to do, what  
men and women are doing all over the world—  
the work that needs to be done.

It will show them the easiest and best way to  
do whatever they choose to do—the short cut.  
It will save them the mistakes others  
have made. It will tell them the methods used  
by the successful.

It will give them ideas and initiative.

It will stimulate them with stories of what  
others have done.

It will cultivate their taste for reading the best  
books and make them dissatisfied with any-  
thing else.

It will give them an interest in the world of  
Nature.

It will give them self-confidence and courage.

It will make home the most interesting place  
in the world and give the family interests in  
common.

it is part of your duty to give your boys and  
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uine India paper.  
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